

POLAND Market Profile 2024



7.4% Market Share

No. 4
Rank



Inbound Tourists

- 2010: 12,070
- 2019: 104,228
- 2020: 40,647
- 2021: 68,172
- 2022: 143,229
- 2023: 167,113
- 2024: 264,479



23.3%



23.7%



23.6%



29.4%

Air Connectivity

Airlines

- Ryanair
- Wizzair



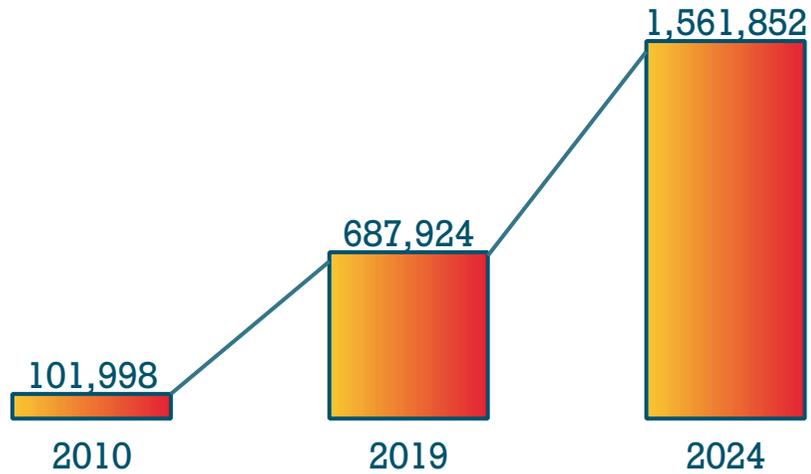
Airports

- Warsaw - Frederic Chopin
- Katowice - Pyrzowice
- John Paul II Kraków - Balice
- Wrocław - Nicolaus Copernicus
- Warsaw - Modlin
- Poznan - Lawica
- Gdansk - Leck Walesa



Bed Nights

Total Nights



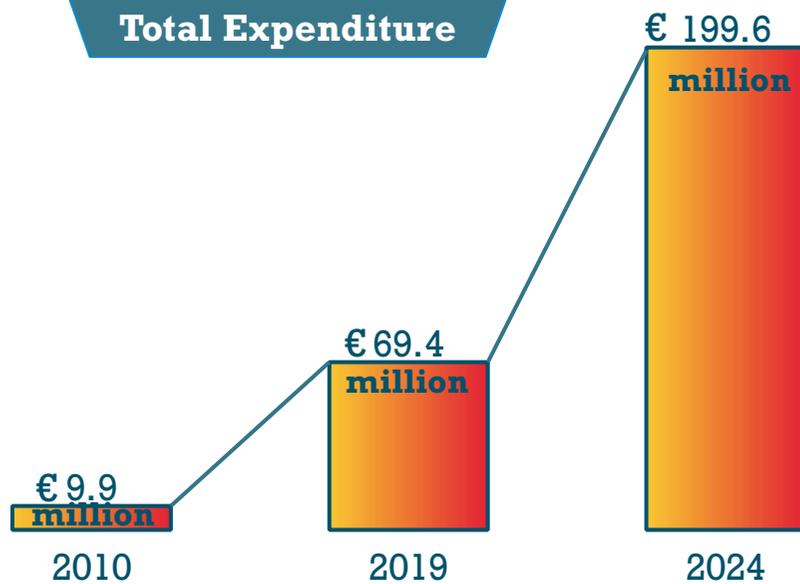
Average Length of Stay



Nights

Expenditure

Total Expenditure

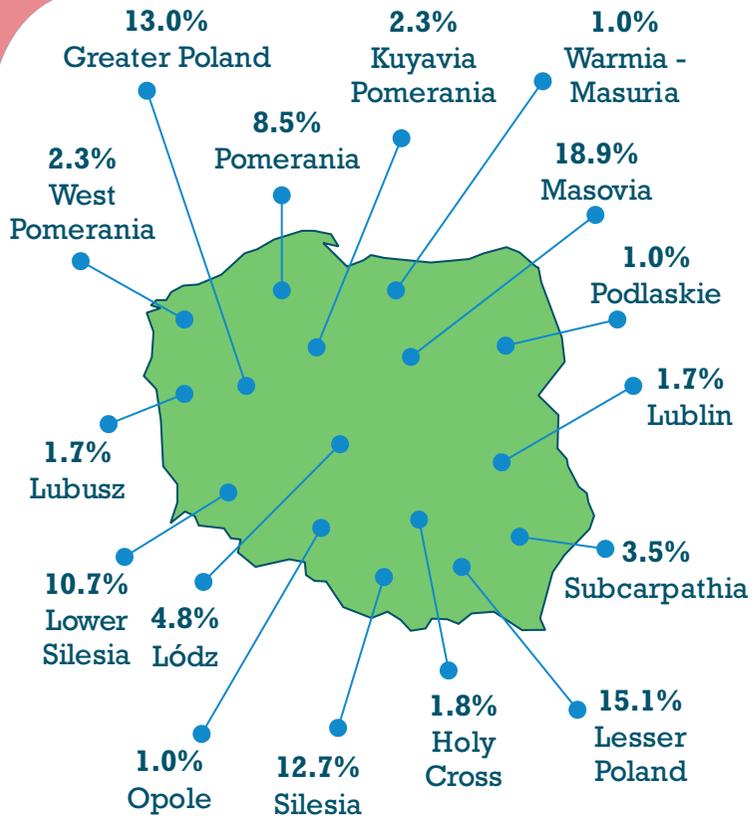


Expenditure per Capita

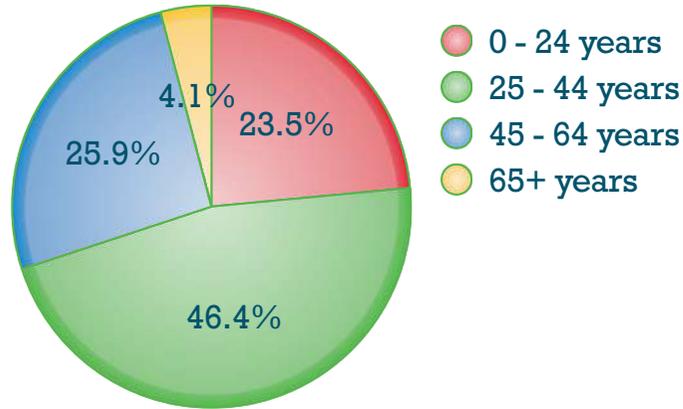


Socio-Demographic Profile

Region of Residence



Age Groups



Average Age: 42 years

Level of Education



85.8% Tertiary Level
6.7% Secondary Level
5.3% Post-secondary Level

Occupation



67.6% Employed Full-time
17.2% Self-employed
7.2% Retired

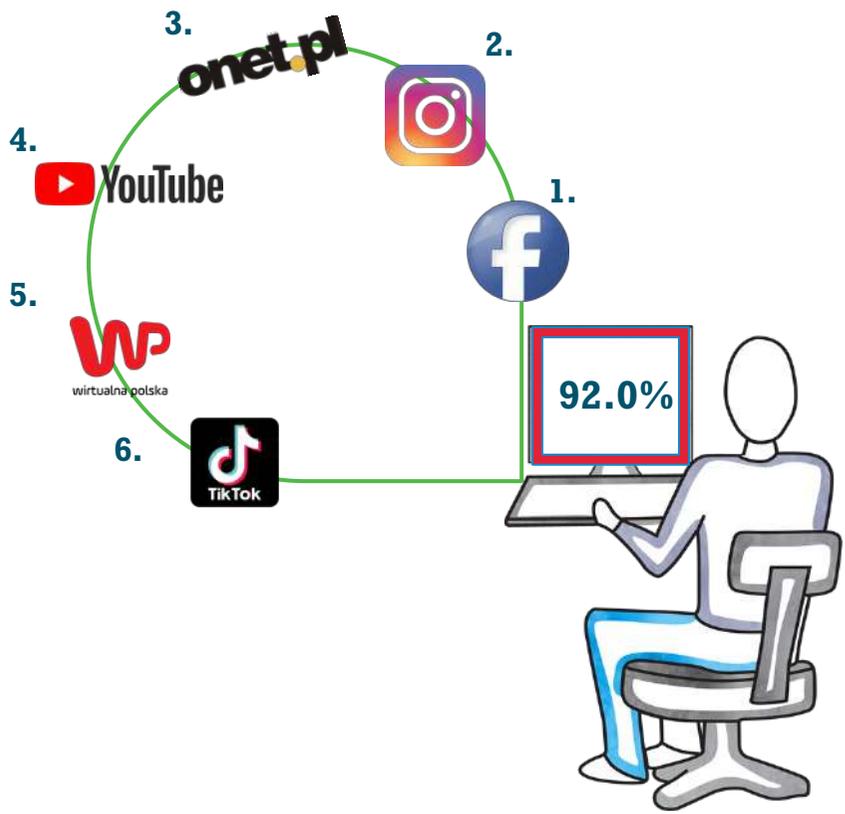
Living Arrangements



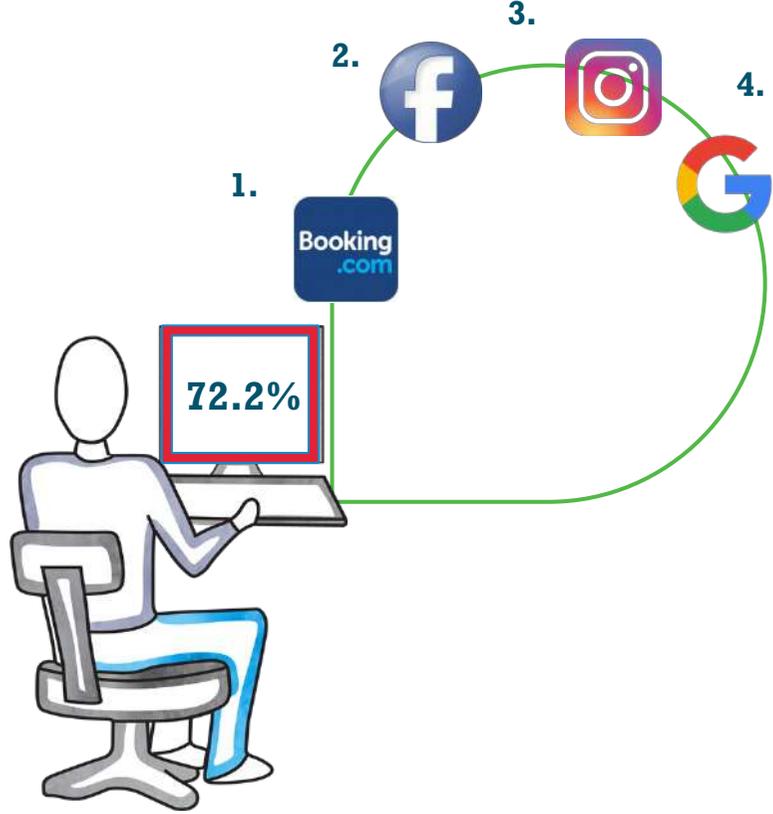
36.8% With Spouse/Partner and Children
36.7% With Spouse/Partner
11.7% On their own
7.4% With Parents
5.4% With Children
2.0% With Relatives/ Friends/ Room Mates

Digital Media Usage

Regular

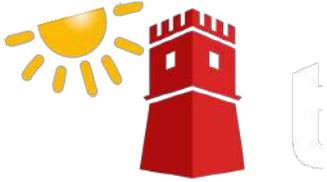


Travel Purposes



Travel Motivations

Sun & Culture



60.4%

Sun



22.8%

Special Occasion



9.5%

Culture



4.1%

Other Sports



3.4%

Business



2.3%

Scuba Diving



2.3%

TEFL



2.2%

Visiting Friends & Relatives



2.0%

Wellness



1.6%

Destination Choice Influencers

Communication Channels



85.6%
Digital Media



42.7%
Recommendation by
Friends/Relatives



17.1%
Tour Operator
brochure/website



12.6%
Travel
Guide book



8.8%
Recommendation
by travel agent



6.1%
Books



4.5%
Newspaper/
Magazine Advert/
Article



4.2%
TV

Other Factors



73.1%
New
Destination



74.1%
Good flight
connections



42.2%
Cost/ Value for
Money



39.2%
English Spoken
Widely



18.9%
Maltese
Hospitality



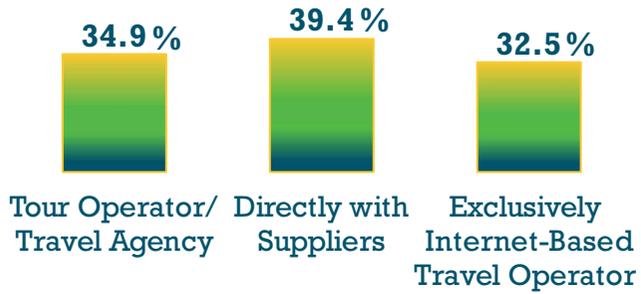
14.7%
Previous Visit



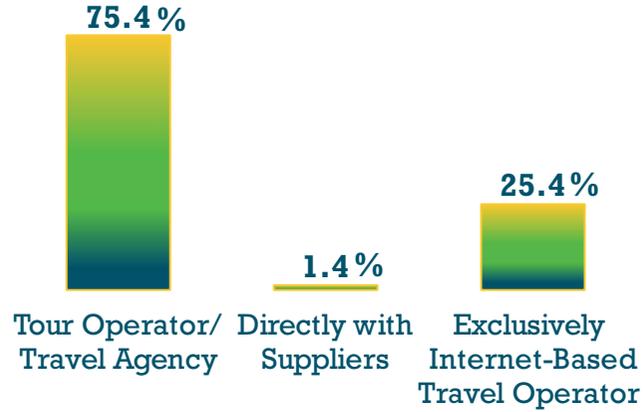
5.0%
Film Shot Locally

Type of Booking

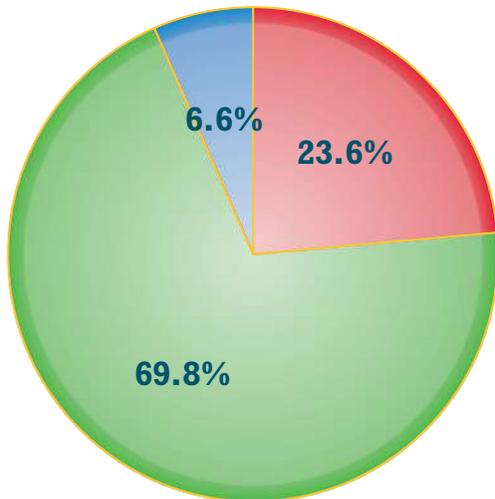
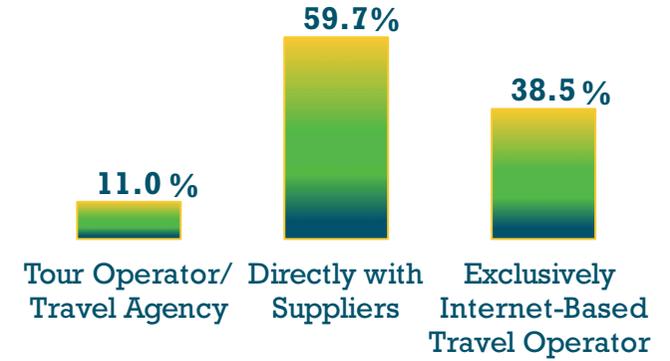
Trip Bookings Made With



Package Bookings



Non-Package Bookings



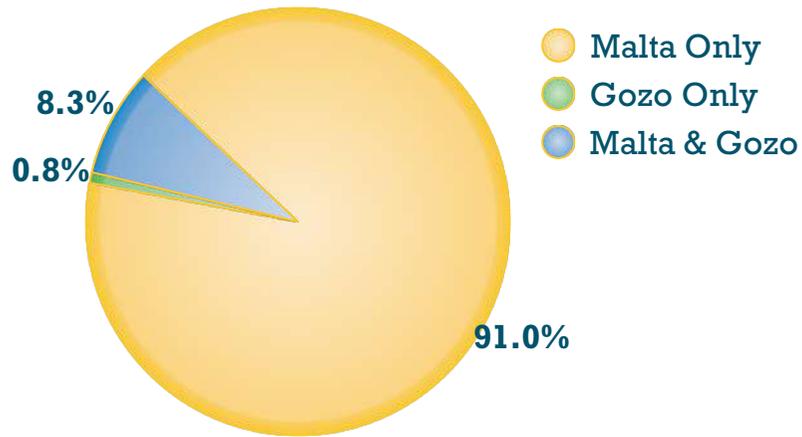
- Package
- Non-Package
- Both



84.1%

Completed Trip Bookings Online

Type of Trip



1st Time vs Repeat Tourists



87.6%
First Time



12.4%
Repeat

Travelling Party



3.5%
Alone



43.9%
Spouse/Partner



36.2%
Family



12.6%
Friends



3.2%
Organised Group



0.6%
Business Associates

Type of Accommodation Used

Malta & Gozo



3.3% of Polish tourists spending nights in Malta & Gozo stayed in 5* hotels.

43.2% stayed in 4* hotels.

22.2% stayed in 3* hotels.



4.8% utilised guesthouse/ hostel.

27.1% utilised self-catering apartment/ farmhouse/ villa.

Activities Engaged In

Cultural



77.6%
Visit Historical
Buildings



64.9%
Visit Churches



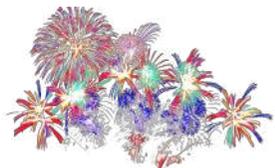
57.6%
Visit temples/
archeological sites



48.4%
Visit Museums



15.7%
Visit arts/
craft sites



14.8%
Attend Local
festival/ event

Outdoor



62.5%
Trekking/
Hiking



55.4%
Swimming/
Sunbathing



53.3%
Leisure Boat
trip/ tour



2.0%
Scuba Diving

Recreational



71.1%
Dine at restaurants



50.2%
Shopping



9.2%
Nightlife/
Clubbing



8.6%
Spa/ Wellness

Tourists' Expectations of Malta

Exceeded



24.7%

Met



72.4%

Not Met



2.9%

97.1%

Would recommend the Maltese Islands to their friends/ relatives

